

ABSTRACT

The present invention provides a method and system for enabling and processing transactions between parties in a computer-networked ‘online’ environment and then amalgamating orders which are remunerated in an online environment across an array of merchants so as to reduce transactional costs for facilitators which implement the present invention, as well as for merchants who participate in the implementation of the system. The present invention further enables implementing facilitators to track transactions which occur in an online environment but which are paid either in an offline environment or in an online environment and to then receive remuneration for both types of transactions from transactions which are processed by the facilitator through its transactional gateway. Additionally, the present invention allows implementing facilitators to eliminate the need to receive payment for their services via invoiced accounts receivables by enabling such facilitators to receive payment for their services directly from orders which the facilitator processes on behalf of participating merchants. This method and system also enables merchants to achieve an ‘online’ presence while at the same time avoiding costs of sale which are associated with maintaining an online presence until a sale of a product or service actually occurs. Relying on the method and system provided for in the present invention, a facilitator can also expand the services it provides to participating merchants while at the same time completely avoiding accounts receivables payment issues vis-a-vis participating merchants. As a result, the present invention enables implementing facilitators to reduce online transactional costs for both themselves and participating merchants while at the same time enabling merchants to obtain an online presence in an efficient and cost effective manner.